Doors Open
Barrie, ON

DOORS OPEN ONTARIO
ONTARIO HERITAGE TRUST

Presenting sponsor
TD READY COMMITMENT

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Barrie

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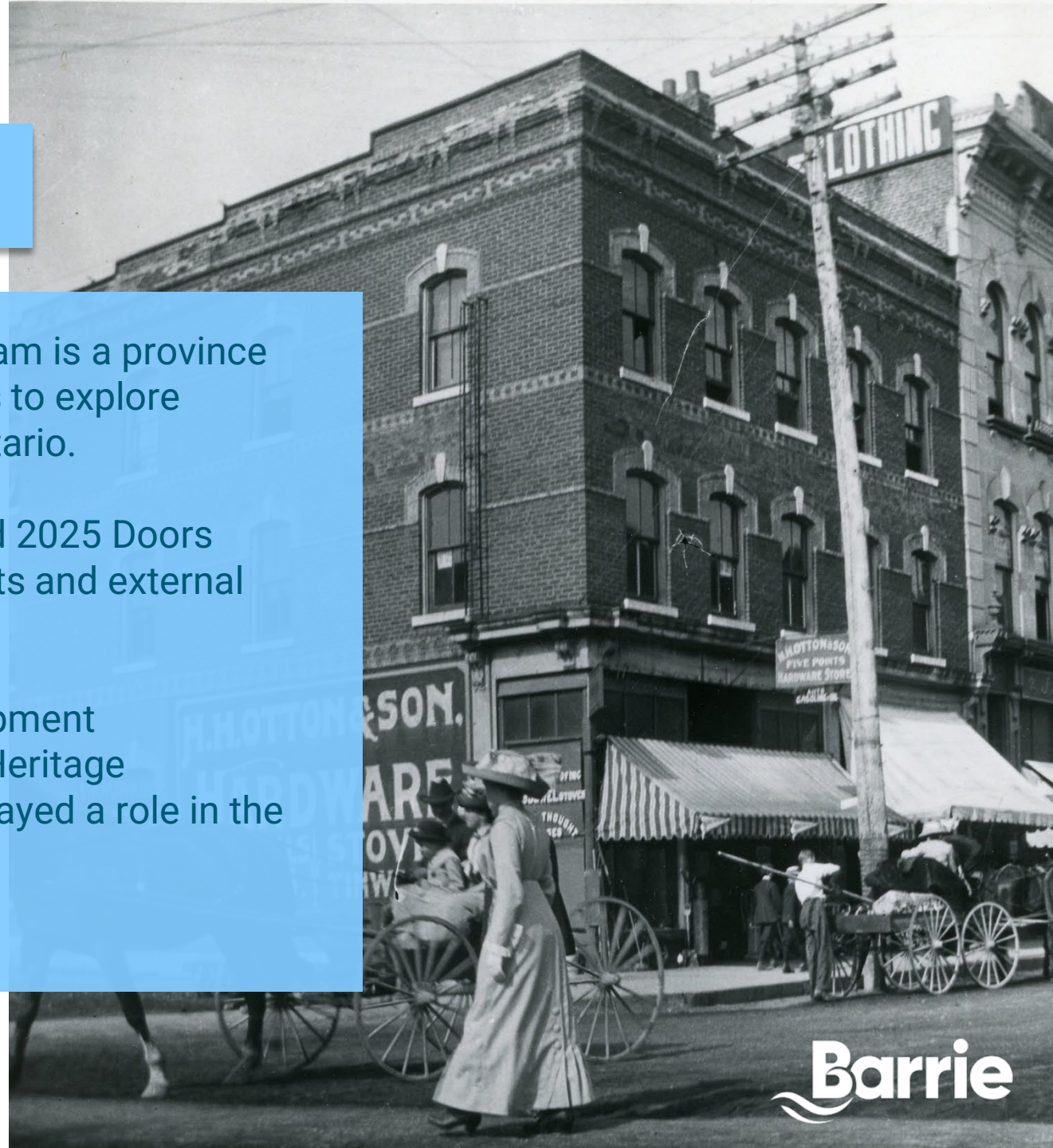
Background

Ontario Heritage Trust's Doors Open Ontario program is a province wide heritage program that gives the public access to explore heritage, cultural, and unique properties across Ontario.

In 2025, Council direction was given to staff to lead 2025 Doors Open Barrie. The following internal City departments and external partners supported the event:

The Cultural Development Officer, Tourism Development Coordinator, the Communications Advisor for the Heritage Committee and the team at Tourism Barrie each played a role in the success of the event.



Doors Open 2025

19 participating sites/organizations (11 heritage):

- Barrie Sports Hall of Fame
- Mariposa Skating School
- Barrie Fire & Emergency Services Headquarters
- Barrie Simcoe Emergency Services Campus
- Barrie Mosque
- Barrie South Simcoe Métis Council
- Barrie Public Library, Downtown Branch
- Barrie Visitor Information Centre
- Grey & Simcoe Foresters Regimental Museum
- Collier Street United Church
- J'adore Fine Cheese, Chocolate & Wine
- Just Some Noise
- MacLaren Art Centre
- McFinn's Traditional Irish Pub
- Military Heritage Park
- Spare Room
- The Arts House

Two walking tours:

- Barrie's Hidden Past Heritage Walking Tour of Allandale and Southshore hosted by Scary Company and sponsored by Tourism Barrie (two full tours)
- Boys Block, an East Side Story Walking Tour hosted by Barrie Historical Archive (49 attendees)

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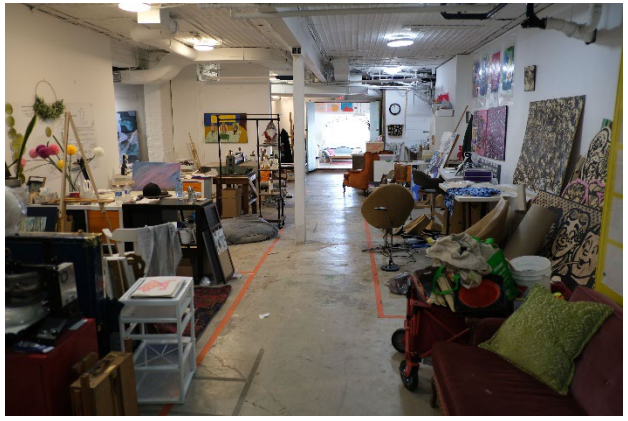
Culture Days Integration



Culture Days is a national celebration of arts and culture. For three weeks starting near the end of each September, people attend free participatory arts and culture events across the country both in-person and online.

Programs invite the public to get hands-on and behind-the-scenes to highlight the importance of arts and culture in our communities.

In 2025, Doors Open Barrie took place on Saturday, September 25, during Culture Days and saw free cultural experiences integrated into Doors Open sites.

8 sites integrated arts/culture experiences into their offerings.

Barrie

Event Analysis & Impact

- 1884 site visits
- 23% from 40km away or further
- 79% were between 25 and 44 years old
- 75% of those surveyed planned to visit other businesses in Barrie during DOB
- Event contributed $53,562 to the local economy
- All 11 sites that completed a post-event feedback survey said they would participate again
- One site noted that they had multiple people sign up for memberships to their organization

What to Expect This Year

Saturday, September 26, 10 AM – 4 PM

10+ locations including:

Heritage Sites

Cultural Spaces

Distinctive Venues

Culture Days integration through strategic pairing of Cultural Development callout for Culture Days activities to take place at participating sites

How You Can Help

- Heritage Barrie Committee can cover the registration fee
- Committee members assistance with site invitations & recommendations
- Volunteers needed on event day to visit sites & foster relationships
- Encourage your friends & family to attend the event & promote via word of mouth & their own social media!

Thank You!